



what's happening

EDITION ONE: JANUARY 2014

A NEW YEAR. A NEW BEGINNING.

Now that 2014 has arrived, we would like to take this opportunity to wish you all the best throughout this year and beyond.

Welcome to the premiere edition of our Minto Beechwood "What's Happening" Newsletter. With this quarterly newsletter we will keep you up-to-date and in-the-know on all the exciting news related to Minto Beechwood, including construction updates, fabulous neighbourhood finds, purchaser profiles, and much, much more! We hope you enjoy it!

We would also like to express a heartfelt thank you for making this past year such an exceptional one for us. Minto is proud to be Ottawa's top-selling condominium builder, selling more residences than any other developer in the city. Minto Beechwood was Ottawa's most successful condominium launch in 2013.

Your trust is the foundation upon which our business stands and we would not have been able to reach our level of success without you. Throughout the coming year and beyond, we will continue to do everything we can to maintain the standard of excellence you deserve.

To those of you who have referred friends and family, we truly appreciate the confidence you have in our abilities. There is no greater compliment and we thank you for believing in Minto!

Once again, all the best in 2014 from our house to yours!

Your friends at Minto



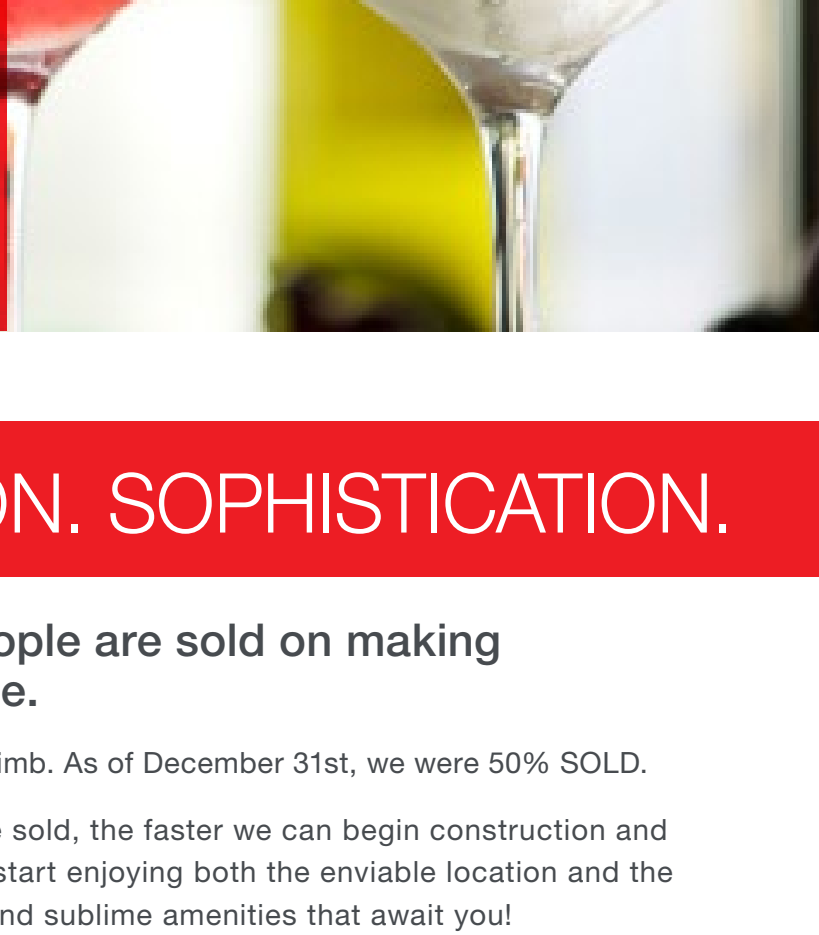
IT'S PARTY TIME!

Save the date: February 19th, 2014

What better way to warm up to winter and chase the chill away than by sharing laughter with friends and making new ones?

This is your invitation to raise a glass, have some fun, and mix and mingle with soon-to-be-neighbours as we celebrate the ongoing success of Minto Beechwood together. And we definitely have something to celebrate! A new year, new friends and construction starting in Fall 2014.

Stay tuned! Time and location details to follow.



LOCATION. LOCATION. SOPHISTICATION.

The numbers don't lie, a lot of people are sold on making Minto Beechwood their new home.

Over the past few weeks, sales have continued to climb. As of December 31st, we were 50% SOLD.

That's fabulous news because the faster suites are sold, the faster we can begin construction and the faster you can move in to your new home and start enjoying both the enviable location and the sophisticated architecture, stunning suite design and sublime amenities that await you!

Why are people buying into Minto Beechwood?

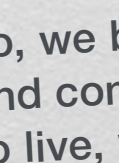
It could be the prestigious address in the heart of historic New Edinburgh – a quiet residential neighbourhood within walking distance of downtown. Or perhaps it's that eclectic cafés, restaurants and galleries, intimate wine bars and pubs, gorgeous parks and extensive walking and biking paths are all just steps from your door.

Whatever the reason, as you already know, it's a world unlike any other. Where tradition meets modern. Where old meets new. A home that is as unique as you.



Minto Beechwood Grand Opening

BUILDING YOUR DREAM



ANTICIPATION BUILDS...

At Minto, we build more than just glass and concrete structures for people to live, work and play in. We build dreams right from the ground up.

Your first experience with Minto Beechwood likely occurred when you dropped by our Sales Office.

You liked what you saw. And you know you loved what you heard – especially if you know someone who already owns a Minto home or condominium.

But, what you may not know is that this project has been in development for many, many years prior to your first walking through our doors.

Before we put up that Grand Opening sign, feasibility studies were conducted, topographic and boundary surveys were executed, land was acquired, zoning regulations were reviewed, architectural, structural engineering and interior design plans were created.

Then environmental and site tests were conducted, proposals for obtaining municipal permits were prepared, 2D and 3D models of the building were built, market research was conducted, and meetings with community groups were held.

These and a long, long list of other important tasks were meticulously managed to ensure that Minto Beechwood would be built on a foundation of excellence.

The reality is that the building of a condominium becomes a very public thing once the hoarding goes up and construction begins, yet most people aren't sure what the five main "stages" of construction are. Here's a brief overview...

Stage 1: Working Drawings and detailed option selection

Stage 2: Excavation Clearing the land and 'digging the hole'

Stage 3: Concrete Structure and Building Enclosure

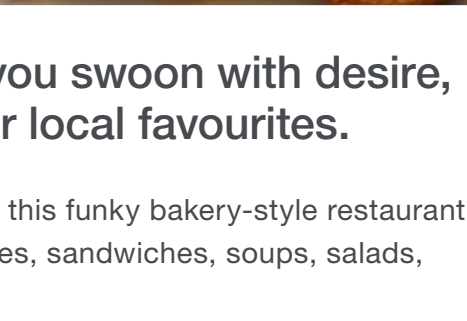
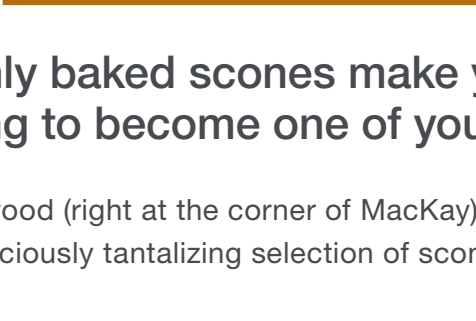
Stage 4: 'Behind the Walls' Drywall partitions, plumbing, electricity

Stage 5: Finishing the suite Tiles and other flooring, carpentry, fine finishing

Having purchased in the pre-construction stage, we know you are anxious to move into your new home as soon as possible.

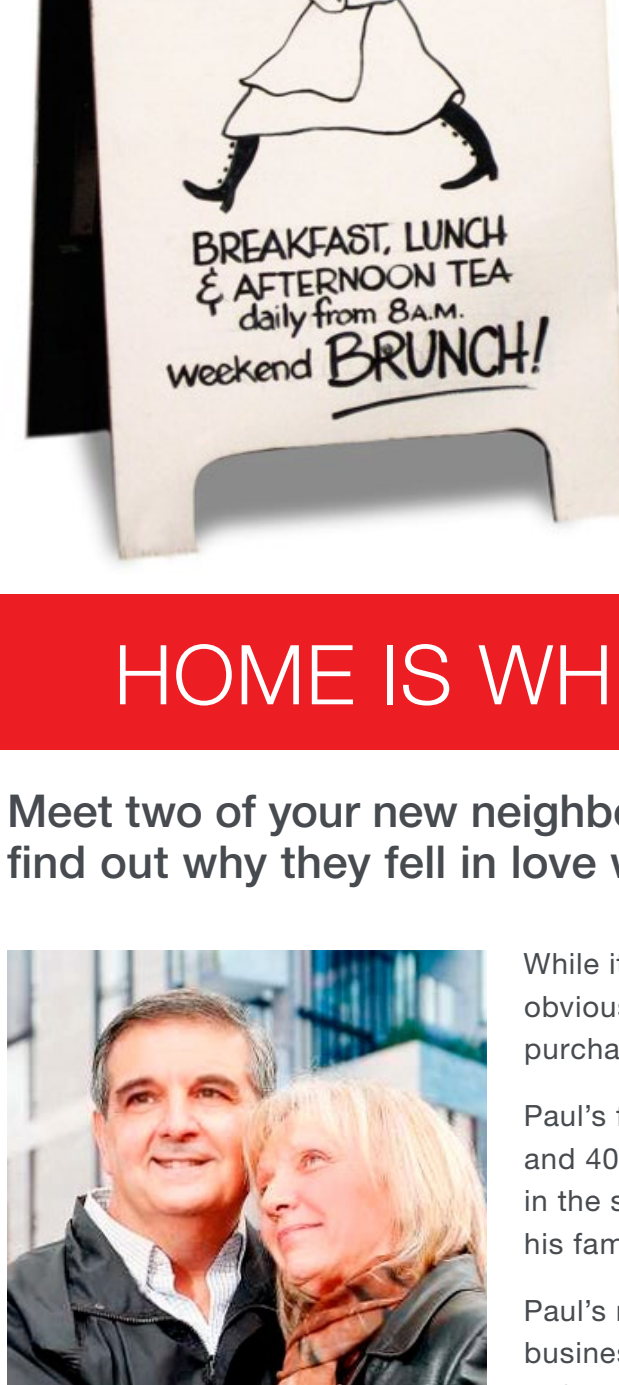
Understanding this, once construction begins – which is scheduled for the Fall of 2014 – we will keep you informed as we move through the different building stages to ensure you are up-to-date on the progress of Minto Beechwood.

GOOD IN THE NEIGHBOURHOOD



Devilishly Good! If freshly baked scones make you swoon with desire, the Scone Witch is going to become one of your local favourites.

Conveniently located at 35 Beechwood (right at the corner of MacKay), this funky bakery-style restaurant café is famous for serving up a deliciously tantalizing selection of scones, sandwiches, soups, salads, breakfast plates, and more.



A favourite haunt of hungry residents throughout New Edinburgh and beyond, the Scone Witch is renowned for using fresh, high quality ingredients. Perhaps that's why their light-as-a-cloud scones virtually melt in your mouth. Complement this with a cup of their special house blend tea, coffee or a hot chocolate topped with silky whipped cream for an "afternoon tea" that won't soon be forgotten.

Both fancy and savoury scones are there to tempt your fancy, along with oh-so-good toppings like lemon curd, Devonshire cream and a delectable array of jams. If you want something even more substantial, try a one of their "sconewitches" – filled with delights like goat cheese, tomatoes and pesto or smoked turkey and stilton cheese. Yum!

Check it out when you're in the neighbourhood. The light buttery goodness of the Scone Witch and the relaxed easy-going atmosphere will have you coming back for more!

Monday to Friday 8:00 am – 5:00 pm,
Saturday and Sunday from 8:00 am – 4:00 pm.

It was a tough time for small businesses on the block, which had been struggling since Mountain Equipment Co-op left the area in 2000. But a grassroots effort by the community to come together, coupled with the launch of Dominic's The Kavanaugh down the street and then news that Minto had bought the burnt out hardware store property, was a sign that things were looking up.

For Paul Jolicoeur, it "was sort of a calling to go back to my roots." He and his wife, both 57, purchased the two-bedroom Noel, while their son has bought the two-bedroom Thomas. In a strange twist of fate, their unit will be located right above where his grandfather's hardware store once stood and their son's residence will be directly above the location of Paul's boyhood home, which also shares the same address as the new building – 411 MacKay St.

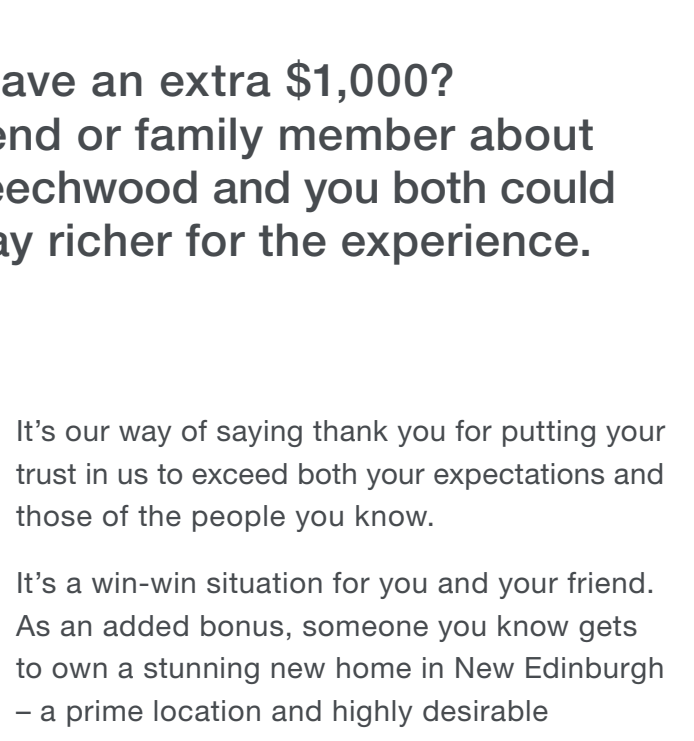
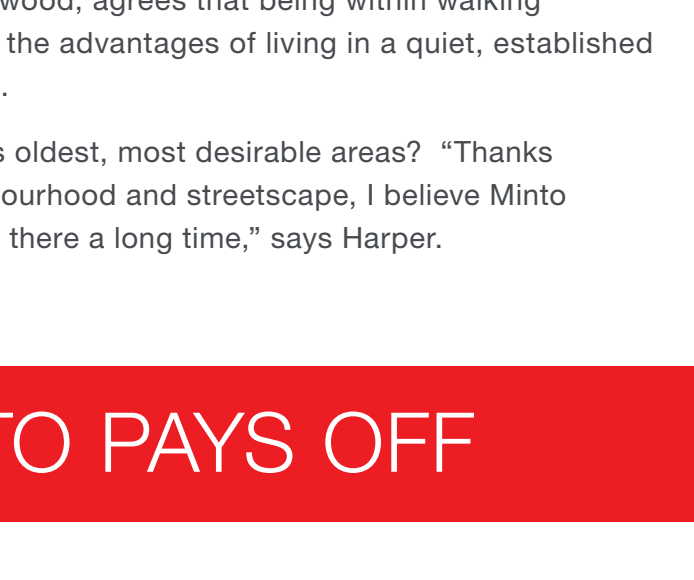
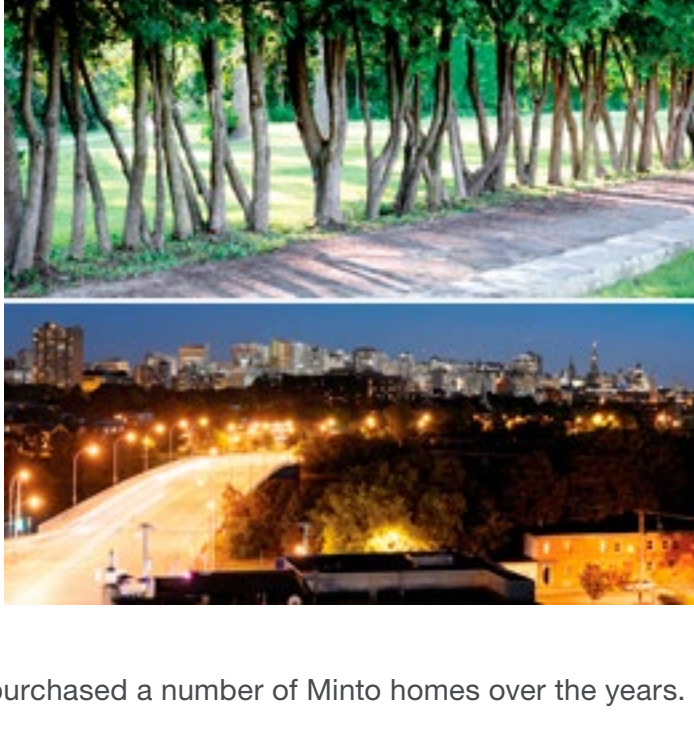
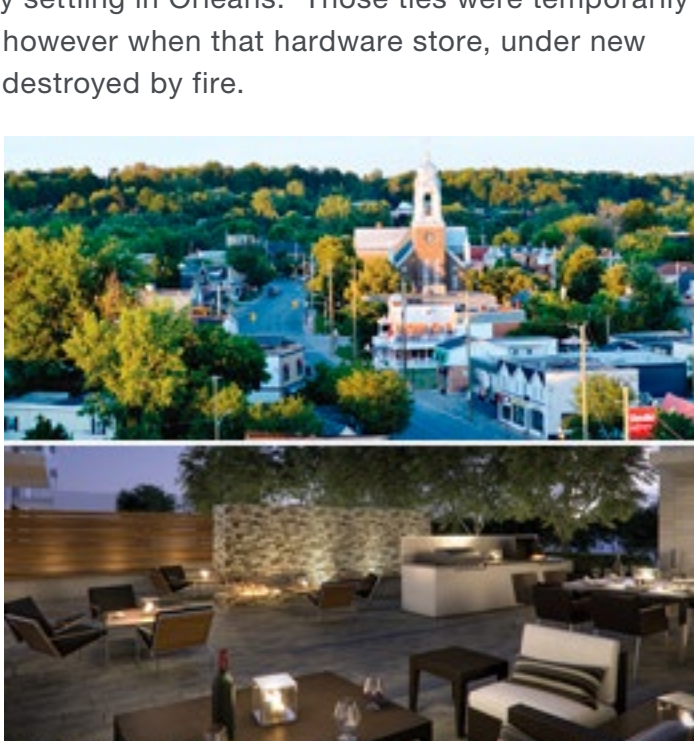
"So he will be living right over where I used to live as a child, and I will be living right over where the store was," says Jolicoeur, adding that while the sentimental aspect of their purchase is special, it was mostly the project's prime location that drew them in.

"It's close enough to the market area, but away from the hustle and bustle and the noise,"

says Jolicoeur, a former RCMP police officer who has purchased a number of Minto homes over the years.

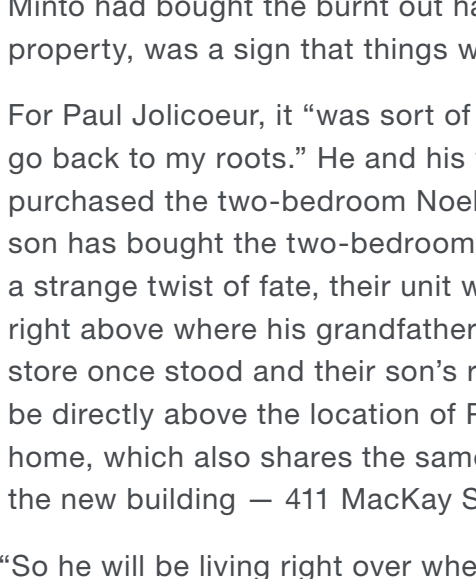
Kevin Harper, development manager for Minto Beechwood, agrees that being within walking distance of downtown while being able to enjoy all of the advantages of living in a quiet, established neighbourhood has been a huge draw for purchasers.

As for Mr. Jolicoeur's historical ties to one of Ottawa's oldest, most desirable areas? "Thanks to timeless architecture that blends in with the neighbourhood and streetscape, I believe Minto Beechwood is going to immediately look like it's been there a long time," says Harper.



HOME IS WHERE THE HEART IS

Meet two of your new neighbours, Paul and Carmen Jolicoeur, and find out why they fell in love with Minto Beechwood, just like you!

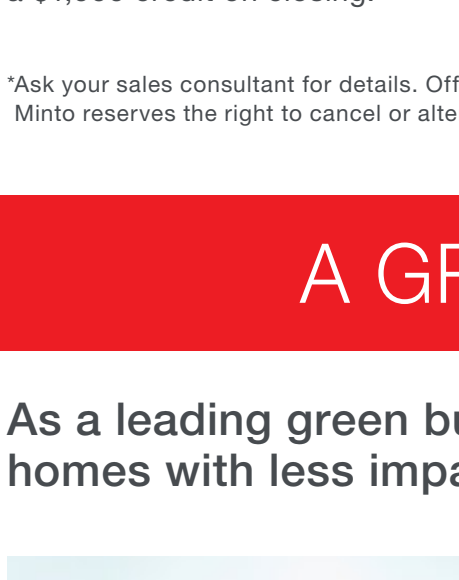


While it's often been said that "you can't go home again", that obviously isn't the case for Paul and Carmen Jolicoeur who purchased a new condo at Minto Beechwood.

Paul's family has ties to New Edinburgh that go back to the 30's and 40's when his grandfather ran a butchery on Beechwood – in the same spot that would later become the hardware store his family would own for 60 years.

Paul's roots in the community ran a lot deeper than just the business, as he also grew up around the corner on MacKay before eventually settling in Orleans. Those ties were temporarily severed in 2011 however when that hardware store, under new ownership, was destroyed by fire.

LOVING MINTO PAYS OFF



Like to have an extra \$1,000? Tell a friend or family member about Minto Beechwood and you both could walk away richer for the experience.

Love Minto Beechwood and want all your friends to love it too? It pays to refer people to Minto! Here's how it works...

As a Minto Beechwood purchaser, when you refer a friend or family member to Minto – who, in turn, also purchases a new Minto residence – you will get a \$1,000 credit on closing. What's more, your friend or family member will also get a \$1,000 credit on closing!*

It's our way of saying thank you for putting your trust in us to exceed both your expectations and those of the people you know.

It's a win-win situation for you and your friend. As an added bonus, someone you know gets to own a stunning new home in New Edinburgh – a prime location and highly desirable neighbourhood that puts everything you'll need all within walking distance!

*Ask your sales consultant for details. Offer cannot be combined with any other Minto Rewards Programs. Minto reserves the right to cancel or alter this program at any time.

A GREENER LIFESTYLE

As a leading green builder, we're committed to creating beautiful homes with less impact on the environment.



For us, that means consuming less natural resources, minimizing waste and reducing greenhouse gas emissions, while providing you with modern spaces to live and work in. It's our priority today – and will continue to be in the future.

At Minto, we don't just talk about being innovative and creating spaces that promote comfort, cost savings, health and well being. Sustainability is part of everything we do. This approach, in turn, provides our customers with a healthier way of living that can reduce both their household costs and impact on the environment.

For well over a decade, we've consistently outperformed building code requirements with our energy and water saving designs, features and quality construction, and have implemented innovative technologies that empower our customers to save money and natural resources

And that's just the beginning. We're dedicated to finding ways to reduce the impact of our products and operation now and well into the future.



beinspired